**Slideshow:**

Criteria:

Easy to take notes off of

Not too much on each slide

Not too much or too little info

Somewhat colorful with some pictures

Characteristics:

Clear and organized

Concise

Basic information

Interesting graphics

**Magazine Ad:**

Criteria:

Eye catching

Interesting to look at

Gets the point across quickly

Makes you want to learn more

Characteristics:

Colorful

Not normal graphics

Bold title

Title is interesting yet needs to be explained